

TRUCKSTOP OF AMERICA STORE SURVEY

8-17-87

Called for ^{to}
J. Pescatelli
URVEY 8-17-87

CHAIN I.D. #1370-00-00

W. Olmstead,
Ohio

INCLUDES THE FOLLOWING STORES:

TRUCKSTOPS OF AMERICA - BORON STOP - SOHIO STOP

IT IS IMPERATIVE THAT THE INFORMATION RECEIVED IS ACCURATE.
IF YOU ARE UNSURE OF THE INFORMATION REQUESTED, PLEASE CALL
THE CLEVELAND CHAIN OFFICE (JIM PISCITELLI) AT 216/779-1888
PRIOR TO RETURNING THIS FORM.

STORE NAME/NUMER: Truck Stops of America #06
COMPLETE ADDRESS: 1-80 & Lt. 94

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CITY/STATE: Columbia - S.C.

SIS ACCOUNT #: _____ VARIED WEEKLY VOLUME
(ALL BRANDS) _____

TOA PERSON CONTACTED/TITLE: Manny Garcia

CIGARETTE SUPPLIER: ?

** LIST ALL LOCATIONS WHERE CIGARETTES ARE MERCHANTISED

AND GENERAL TYPE OF MERCHANDISING ----

RESTAURANT:

GENERAL STORE: (1) V.M.

GAS/DIESEL AREA: (1) V.M.

8456 648TC

CURRENT PACKAGE MERCHANDISING

PLEASE CHECK/ANSWER/OR WRITE N/A WHERE APPROPRIATE:

- RJR MOD. OVERHEAD n/a WITH ONE MODULE n/a WITH TWO MODULES n/a

CEILING MOUNT n/a COUNTER MOUNT n/a

OPM II _____

OPM III _____

- COMPETITIVE OVERHEAD

n/a
PHILIP MORRIS _____

OTHER TYPE OPM _____

LENGTH _____ "

LENGTH _____ "

OF SLOTS _____

- OTHER PACKAGE FIXTURES n/a

RJR _____ SPECIFY _____ SIZE _____ /# _____

COMP _____ SPECIFY _____ SIZE _____ /# _____

OTHER _____ SPECIFY _____ SIZE _____ /# _____

- HOW MANY BRANDS DOES THIS STORE CARRY 22

- OTHER COMMENTS None

- YOUR PACKAGE MERCHANDISING RECOMMENDATIONS _____

Should sell over the
counter in store area -

- OVER THE COUNTER PACKAGE PRICES: \$1.50 per box

51849 9579

CURRENT CARTON MERCHANDISING

N/A

- RJR WOOD DARK WOODGRAIN

72 _____ S or D 96 _____ S or D

- RJR METAL FLEX

2.5' MOD _____ 3' MOD _____ 4' MOD _____

- RJR WOOD FLEX

2.5' MOD _____ 3' MOD _____ 4' MOD _____

- DRAW CARTON CONFIGURATION

N/A

- YOUR CARTON MERCHANDISING RECOMMENDATIONS _____

By Park outlet

No recommendations.

- RJR SHELF PLAN _____ TOTAL INDUSTRY ROWS _____

- CARTON PRICES: _____

51849 9580

DORAL/GENERIC MERCHANDISING

N/H

- RJR OLD STYLE MERCHANDISER

3 WIDE _____ 6 WIDE _____ PACKAGES _____

- RJR NEW STYLE MERCHANDISER

3 WIDE _____ 7 WIDE _____ PACKAGES _____

NUMBER OF SHELVES WITH CARTONS _____ SECURITY _____

- PM GENERIC MERCHANDISER

3 WIDE _____ 7 WIDE _____ PACKAGES _____

- OTHER GENERIC MERCHANDISERS

3 WIDE _____ 7 WIDE _____ PACKAGES _____

- CARTON PRICES: _____

- DRAW DORAL/GENERIC CURRENT P-O-G

- YOUR DORAL/GENERIC MERCHANDISING RECOMMENDATIONS

over the Counter CCO

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PERMANENT PACKAGE DISPLAYS

N/PA

RJR:

WIRE _____ PPD _____ # PACKS _____ PLAN _____

PM:

TYPE _____ # PACKS _____

B&W:

TYPE _____ # PACKS _____

P. LORILLARD:

TYPE _____ # PACKS _____

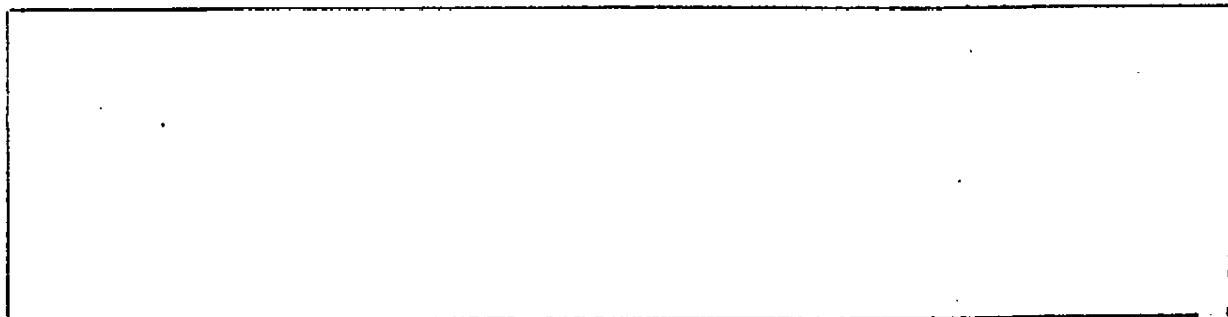
AMERICAN:

TYPE _____ # PACKS _____

DORAL: # TRAYS _____ SHARED _____ EXCLUSIVE _____

OTHER GENERIC: TYPE _____

- DRAW COUNTER CONFIGURATION WITH DISPLAYS INDICATED



- YOUR PCD RECOMMENDATIONS PCD - 4 tray

51849 9582

VENDING

(ATTACH COMPLETED 4567B TRU-CHECK ROUTE CARD
FOR EACH MACHINE)

- NUMBER OF VM's (2)

- WHERE LOCATED _____

- VEND PRICE: 81.50 TOPPERS None REFURBISH PANELS None

POS/PDI

LIST A L L POS/PDI AND WHERE LOCATED (EXCEPT PAPER) - BE SPECIFIC

- CLOCKS None

- GROUND/POLE MOUNTS None

- CIGARETTE CENTER SIGNS None

- CALENDARS None

- OTHER None

- YOUR POS/PDI RECOMMENDATIONS Pad mount -

overhead.

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